AVAILABILITY OF

SELECTED FRUITS AND JUICES

in retail food stores

FEBRUARY 1960

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U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report summarizes information on availability of fresh citrus fruits and certain canned and frozen juices and ades in retail food stores in the United States during February 1959 and 1960. Availability of fresh citrus fruit is expressed both as percentage of all food stores and of those customarily handling some fresh fruits. For frozen juices, availability is expressed both as percentage of all food stores and of those equipped with freezer cabinets.

Preceding reports in this series, issued periodically since October 1948, have presented similar information. Because of changes in sample composition and data specifications, however, data contained in this report may be classified differently and may vary slightly from those contained in reports issued prior to February 1959. Temperature readings in freezer cabinets were not obtained in February 1960.

Data in this report are based on a representative sample of approximately 1,700 retail food stores in the five regions indicated in figure 1. By regions, the sample of stores audited was designed to yield 403 stores in the Northeast, including 161 in the New York metropolitan area; 382 in the North Central region, including 127 in the Chicago metropolitan area; 235 stores in the South; 245 stores in the Mountain-Southwest; and 407 in the Pacific region, including 137 in Los Angeles metropolitan area.

Beginning with the 1959-60 season, the Florida Citrus Commission, with help from the California Prune Advisory Board defrays the entire contract cost of obtaining the data appearing in this series of reports. In the preceding 10 years, the Department cooperated with fruit industry groups in paying these costs. The Department continues to analyze the data and to publish reports as in earlier years.

Based on data collected for the Florida Citrus Commission by the Market Research Corporation of America

May 1960

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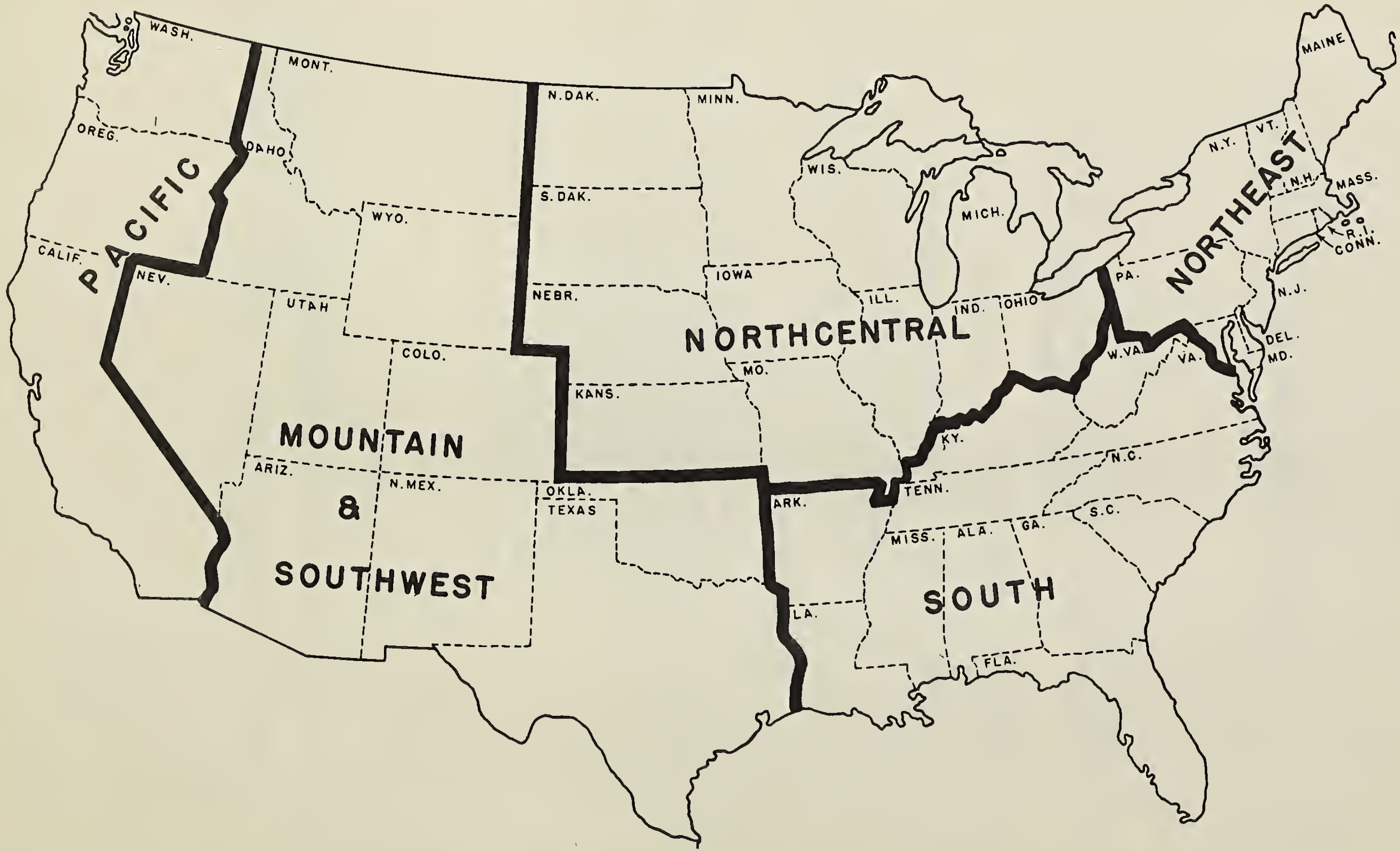

AVAILABILITY OF SELECTED FRUITS AND JUICES IN RETAIL FOOD STORES, FEBRUARY 1960

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SUMMARY

Frozen concentrated orange juice was stocked in February 1960 by 75 percent of retail food stores, representing 95 percent of national grocery sales. These were the same proportions as in February 1959. The proportion of stores that had canned single-strength juices available ranged from 86 percent for prune juice to 97 percent for tomato juice. Except for a moderate increase in display of prune juice, these proportions were also about the same as a year earlier.

Chilled orange juice was found in about half of the grocery stores compared with 43 percent in the same month of 1959. The stocking of frozen concentrated grapefruit juice by 38 percent of stores, pineapple-grapefruit drink by 60 percent, and canned grapefruit sections by 68 percent reflected gains in availability of 3 or 4 percentage points. Shelf-pack orangeade was carried by 35 percent of all stores, an increase of 12 percentage points over February 1959.

Somewhat more than half of the grocery stores displayed Florida oranges and grapefruit, compared with a little less than half in the preceding February. Oranges from other producing areas were found in a larger proportion of stores. Grapefruit grown in other areas were available in about one-fourth of the Nation's food stores.

FROZEN AND REFRIGERATED JUICES, AND ADES

AVAILABILITY OF FROZEN ORANGE CONCENTRATE UNCHANGED

About three-fourths of all food stores stocked frozen concentrated orange juice in February 1960, the same as a year earlier. The proportions ranged from about two-thirds of small stores (annual sales volume of less than $100,000) to 100 percent of the largest outlets. About half of the stores in the South and three-fourths or more of those in other regions made concentrate available to consumers. Most of the stores that failed to stock the juice were small, and as a consequence the product was exposed to consumers who made 95 percent of all grocery purchases. Regionally, the exposure ranged from 87 percent of the sales volume in the South to 98 percent in the Pacific Coast States.

Stocking of frozen orange concentrate since February 1959 failed to keep pace with the installation of freezer cabinets in stores. About 91 percent of stores so equipped displayed the product in February 1960 com-

pared with 94 percent a year earlier, reflecting a decline in availability in most types and locations of stores. Nevertheless, frozen orange concentrate was exposed to 98 percent of the grocery dollars spent in this type of outlet.

About 83 percent of food stores had freezer cabinets compared with 80 percent in February 1959. Most of the increase occurred among the smallest and the largest stores (tables 2 and 6).

FROZEN GRAPEFRUIT CONCENTRATE IS MORE AVAILABLE

Frozen concentrated grapefruit juice was stocked by 38 percent of all food stores and by 46 percent of those having freezer cabinets. Both ratios were up about 3 percentage points from a year earlier, reflecting greater availability to patrons of both small and large stores. Regional chain outlets were more likely to stock the product than national chains or independents.

About a third of small stores and from 57 to 87 percent of larger stores equipped with freezer cabinets handled the product. Regionally, the proportion varied from 41 percent in the North Central States to 50 percent in the Northeast, or about half the proportion that stocked frozen orange concentrate. In terms of exposure to consumer spending, frozen grapefruit juice was displayed in stores accounting for three-fourths of retail grocery sales.

MORE STORES STOCK CHILLED ORANGE JUICE

About half of the Nation's grocery stores offered chilled orange juice to customers in February 1960. This was a gain of 7 percentage points over a year earlier, and double the proportion that stocked the product in February 1957. Gains in availability were reported among independent groceries, and in the Northeast, North Central, and Southern regions. However, the proportion of stores in the Mountain-Southwestern region, and of national and regional chainstores that stocked the product was down from a year earlier.

Stores displaying chilled orange juice represented nearly three-fourths of retail grocery expenditures, a gain of 6 percentage points in exposure over February 1959. In the Mountain-Southwestern and North Central regions the product was available in stores doing 53 to 60 percent of the grocery volume, and in other regions it had an exposure of 80 percent.

SHELF-PACK ORANGEADE IN RECORD PROPORTION OF STORES

Shelf-pack orangeade was available in about 35 percent of stores in February 1960, compared with 23 percent a year earlier. Substantially greater availability was reported for all classifications and locations. The proportion stocking ranged from one-fourth of small stores to three-fourths of the largest.

On the basis of grocery sales, shelf-pack orangeade was available in stores representing nearly two-thirds of total volume. This was a substantially greater exposure than in February 1959.

CANNED JUICES, DRINKS, AND FRUIT

93 PERCENT OF STORES STOCK ORANGE JUICE

About 93 percent of the Nation's food stores, representing 97 percent of the retail grocery volume, had canned single-strength orange juice available for customers in February 1960. Both of these ratios were the same as a year earlier, and were almost the same as 5 years earlier. The proportion having the product on display ranged from the 91 percent of the small to 99 percent of the largest stores. A moderate decline in availability from a year earlier was reported in the North Central and Pacific regions, in contrast to a broader display in the South and Mountain-Southwestern regions (table 3).

90 PERCENT HAVE GRAPEFRUIT JUICE

About 9 out of 10 grocery stores had canned grapefruit juice available in February 1960. This was the same proportion as in the preceding February and only a slight increase over 5 years earlier. The juice was on the shelves of 37 percent of small stores, and in practically all larger stores. Some decline in availability from a year earlier was noticed in the Northeast, South, and Pacific States. However, a greater proportion of stores in the North Central and Mountain-Southwestern regions stocked the product.

MORE STORES CARRY CANNED GRAPEFRUIT SECTIONS

About 68 percent of retail outlets stocked canned grapefruit sections in February 1960 compared with 64 percent a year earlier. The gain was associated with more small stores but somewhat fewer large stores carrying the product. Nationally, the exposure to the retail grocery trade held at 91 percent. In the South and Mountain-Southwestern States, grapefruit sections were available in stores where around 80 percent of grocery expenditures were made; in other regions, however, the exposure was as high as 97 percent.

PINEAPPLE-GRAPEFRUIT DRINK GAINS IN AVAILABILITY

Pineapple-grapefruit drink was carried by 60 percent of the Nation's food stores in February. This represented an exposure to consumers making 90 percent of food purchases. Each ratio was up 4 percentage points from February 1959, reflecting gains among all store classifications and locations. The product was found in 47 percent of small stores and in 90 to 99 percent of the larger stores.

RECORD PROPORTION OF STORES STOCK PRUNE JUICE

Prune juice was on the shelves of 86 percent of grocery stores in February. This was a gain of three percentage points over a year earlier and was the largest proportion yet reported. Greater availability was found in all geographic regions and in all sizes of stores. Prune juice was least available in the

South, where it was carried by 73 percent of stores representing 93 percent of the grocery volume. From 88 to 94 percent of stores in other regions, representing still larger proportions of grocery volume, had prune juice in stock.

87 PERCENT HAVE PINEAPPLE JUICE

Pineapple juice was displayed by 87 percent of all grocery stores. This was an exposure to 97 percent of the dollar grocery volume. Nationally, the proportion of stores stocking the product was about the same as in February 1959. However, availability in the Northeast dropped from 96 to 92 percent in contrast to an increase from 88 to 92 percent in the Mountain-Southwestern region. Availability also declined in outlets in which sales were between $300,000 and $1 million annually.

TOMATO JUICE MOST READILY AVAILABLE PRODUCT

Tomato juice, the most universally stocked product, was found in 97 percent of all stores and in not less than 95 percent of the stores in any region. This represented an exposure to 99 percent of the annual grocery business. Greater availability than in February 1959 was noted in small stores, and in the Mountain-Southwestern region where the proportion displaying the product increased from 93 to 99 percent.

FRESH CITRUS FRUIT

FLORIDA ORANGES IN 53 PERCENT OF STORES

Florida oranges were found in 53 percent of grocery stores in February 1960, a gain of 4 percentage points over a year earlier. A greater proportion of small stores stocked this fruit, which more than offset a decline in availability in national chain outlets. In both February 1959 and 1960, stores stocking Florida oranges accounted for two-thirds of the Nation's retail grocery sales. Two-thirds of all stores in the Northeast and South and 56 percent of those in the North Central States displayed the fruit. Availability was considerably greater in the South than a year earlier, but held the same in the Northeast and North Central States. About 16 percent of Mountain-Southwestern stores stocked Florida oranges, twice the proportion of a year earlier. Florida oranges were also available in small percentage of stores in the Pacific Coast States.

About two-thirds of stores customarily handling some fresh fruit stocked Florida oranges in February compared with 61 percent a year earlier. Nationally, this was an exposure to customers accounting for 69 percent of grocery sales made by this type of outlet. Regionally, this amounted to an exposure of 95 percent in the Northeast and South, 77 percent in the North Central States, 23 percent in the Mountain-Southwestern area, and to 3 percent in the Pacific Coast States.

There was some decline from February 1959 in the estimated number of and in the proportion of stores that made fresh fruit available to consumers (tables 4 and 6).

58 PERCENT STOCK OTHER ORANGES

About 58 percent of stores stocked oranges produced in areas other than Florida. These stores represented 78 percent of the national grocery volume. Comparable data are not available for February 1959. The fruit was found in a larger proportion of stores, except in the Northeast and South, than Florida oranges. About 83 percent of national and regional chainstores stocked other oranges, while 75 percent displayed Florida oranges.

ONE-HALF OF STORES HAVE FLORIDA GRAPEFRUIT

About half of retail food stores, representing 70 percent of the grocery trade, displayed Florida grapefruit during February 1960. Both of these ratios were up several percentage points from a year earlier, reflecting greater availability of grapefruit to patrons of almost all stores. The proportion stocking ranged from 44 percent of the smallest to 80 percent of the largest stores. Florida grapefruit were exposed to 81 to 90 percent of the retail grocery trade in the Northeast, South, and North Central States, and to about a fourth of the volume in the Mountain-Southwestern and Pacific States.

OTHER GRAPEFRUIT IN ONE-FOURTH OF ALL STORES

Grapefruit from producing areas other than Florida were found in 26 percent of all grocery stores, representing an exposure to 41 percent of retail food sales. Comparative data for a year earlier were not available. These grapefruit were displayed by 65 percent of outlets in the Mountain-Southwestern region and by three-fourths of those in the Pacific Coast States. More than a third of stores in the North Central States and a small proportion of Northeastern and Southern stores also displayed the fruit. This represented an exposure to 50 percent of the grocery volume in the North Central region and to 88 percent or more of the volume in the Mountain-Southwestern and Pacific regions.

Table 1.--SUMMARY: Percentage of retail food stores having selected fruits and juices available, and percentage of annual sales volume represented, February 1960 and 1959

Commodity	Stores stocking		Sales volume represented	
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959
	Pct.	Pct.	Pct.	Pct.
FROZEN CONCENTRATED JUICES:				
Orange	75	75	95	95
Grapefruit	38	35	71	67
CHILLED ORANGE JUICE	50	43	72	66
SHELF-PACK ORANGEADE	35	23	63	46
CANNED SINGLE-STRENGTH JUICES:				
Orange	93	93	97	97
Grapefruit	90	90	97	98
Pineapple	87	86	97	97
Prune	86	83	97	96
Tomato	97	96	99	99
PINEAPPLE-GRAPEFRUIT DRINK	60	56	90	86
CANNED GRAPEFRUIT SECTIONS	68	64	91	91
FRESH FRUIT:				
Florida oranges	53	49	66	65
Other oranges	58	1/	78	1/
Florida grapefruit	51	46	70	67
Other grapefruit	26	1/	41	1/

1/ Not available for February 1959.

Table 2.--FROZEN CONCENTRATED JUICES: Percentage of retail food stores having specified products available and percentage of annual sales volume represented by store classification and location, February 1960 and 1959

Store classification and location	FROZEN CONCENTRATED ORANGE JUICE								FROZEN CONCENTRATED GRAPEFRUIT JUICE							
	All stores				Stores with freezer cabinets				All stores				Stores with freezer cabinets			
	Stores stocking		Sales volume represented		Stores stocking		Sales volume represented		Stores stocking		Sales volume represented		Stores stocking		Sales volume represented	
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
All retail food stores..	75	75	95	95	91	94	98	99	38	35	71	67	46	43	74	69
Annual sales volume:																
Under $100,000........	67	66	74	76	88	91	89	94	27	24	30	28	35	33	37	34
$100,000-$299,999.....	95	97	95	97	97	99	97	99	56	53	56	53	57	55	57	55
$300,000-$499,999.....	97	98	97	98	98	99	98	99	69	62	72	62	70	62	74	62
$500,000-$999,999.....	99	99	99	99	99	100	99	100	80	79	80	79	80	79	80	79
$1,000,000 and over...	100	100	100	100	100	100	100	100	87	88	87	88	87	88	87	88
Management:																
National chains.......	100	100	100	100	100	100	100	100	73	71	79	76	73	71	79	76
Regional chains 1/....	97	99	99	99	98	99	99	99	76	79	85	83	77	79	85	83
Independent groceries.	73	73	90	91	90	93	96	98	34	31	59	55	42	40	62	59
Region:																
Northeast.............	86	86	97	97	95	97	99	99	46	40	80	73	50	45	82	75
North Central.........	85	86	95	97	92	96	97	99	38	35	65	60	41	39	66	61
South.................	52	52	87	88	84	88	97	98	29	27	63	62	47	45	69	69
Mountain-Southwest....	78	68	95	94	90	91	98	98	40	38	72	73	46	50	74	77
Pacific...............	88	92	98	99	93	95	99	99	39	42	70	71	42	43	70	71

1/ Four or more units under same ownership; excludes voluntary chains.

Table 3.--PROCESSED PRODUCTS: Percentage of retail food stores having specified products available and percentage of annual sales volume represented by store classification and location, February 1960 and 1959

Store classification and location	CHILLED ORANGE JUICE				SHELF-PACK ORANGEADE				CANNED ORANGE JUICE			
	Stores stocking		Sales volume represented		Stores stocking		Sales volume represented		Stores stocking		Sales volume represented	
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
All retail food stores..	50	43	72	66	35	23	63	46	93	93	97	97
Annual sales volume:												
Under $100,000........	43	35	45	39	25	16	28	18	91	92	91	93
$100,000-$299,999.....	59	57	59	57	49	32	49	32	96	97	96	97
$300,000-$499,999.....	71	67	76	68	66	43	62	42	97	97	99	97
$500,000-$999,999.....	73	68	73	68	70	57	70	57	99	98	99	99
$1,000,000 and over...	85	81	85	81	77	62	77	62	99	98	99	99
Management:												
National chains.......	68	70	73	70	71	46	73	49	99	100	99	100
Regional chains 1/....	72	75	84	80	69	58	74	60	95	99	98	99
Independent groceries.	48	40	63	57	31	20	51	37	92	93	96	96
Region:												
Northeast.............	61	53	82	75	32	27	66	56	96	96	99	99
North Central.........	43	36	60	55	45	27	61	40	89	93	95	97
South.................	48	36	80	68	20	10	46	21	93	91	98	96
Mountain-Southwest....	29	37	53	55	36	25	56	51	94	91	97	95
Pacific...............	69	67	81	81	58	42	86	68	91	97	99	98

1/ Four or more units under same ownership; excludes voluntary chains.

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Table 3.--PROCESSED PRODUCTS: Percentage of retail food stores having specified products available and percentage of annual sales volume represented by store classification and location, February 1960 and 1959--Continued

Store classification and location	CANNED GRAPEFRUIT JUICE				CANNED GRAPEFRUIT SECTIONS				PINEAPPLE-GRAPEFRUIT DRINK			
	Stores stocking		Sales volume represented		Stores stocking		Sales volume represented		Stores stocking		Sales volume represented	
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
All retail food stores	90	90	97	98	68	64	91	91	60	56	90	86
Annual sales volume:												
Under $100,000	87	87	89	90	58	53	64	61	47	44	51	51
$100,000-$299,999	98	99	98	99	87	89	87	88	90	86	90	86
$300,000-$499,999	99	98	99	98	97	95	96	96	96	91	95	92
$500,000-$999,999	98	100	98	99	95	99	95	99	97	91	97	91
$1,000,000 and over	99	100	99	100	98	99	99	99	99	98	99	98
Management:												
National chains	99	99	99	99	98	96	98	98	99	94	99	93
Regional chains 1/	99	100	99	100	97	97	98	99	97	94	99	96
Independent groceries	90	89	96	96	65	61	84	84	57	53	81	79
Region:												
Northeast	94	96	98	99	84	82	96	96	70	67	93	88
North Central	91	88	95	97	85	79	92	93	69	65	90	87
South	84	86	97	96	37	36	78	79	38	36	80	78
Mountain-Southwest	96	91	98	97	49	41	84	82	61	52	91	86
Pacific	89	94	98	99	86	82	97	96	73	71	96	95

1/ Four or more units under same ownership; excludes voluntary chains.

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Table 3.--PROCESSED PRODUCTS: Percentage of retail food stores having specified products available and percentage of annual sales volume represented by store classification and location, February 1960 and 1959--Continued

Store classification and location	PRUNE JUICE				PINEAPPLE JUICE				TOMATO JUICE			
	Stores stocking		Sales volume represented		Stores stocking		Sales volume represented		Stores stocking		Sales volume represented	
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
All retail food stores..	86	83	97	96	87	86	97	97	97	96	99	99
Annual sales volume:												
Under $100,000........	81	77	85	82	82	82	86	86	96	94	96	95
$100,000-$299,999.....	97	96	96	96	98	97	98	97	99	100	99	100
$300,000-$499,999.....	100	99	100	99	97	100	98	100	100	99	100	99
$500,000-$999,999.....	99	98	99	98	98	100	98	100	99	100	99	100
$1,000,000 and over...	99	100	99	100	99	99	99	99	100	100	100	100
Management:												
National chains.......	99	100	99	100	99	99	99	99	100	100	100	100
Regional chains 1/....	98	99	99	99	97	99	99	99	99	100	99	100
Independent groceries.	85	82	95	93	86	85	95	95	96	96	99	98
Region:												
Northeast.............	94	91	98	98	92	96	98	99	95	95	98	99
North Central.........	90	85	96	96	88	87	95	97	98	97	99	99
South.................	73	71	93	91	78	76	95	93	96	96	99	98
Mountain-Southwest....	88	85	98	97	92	88	98	97	99	93	99	98
Pacific...............	91	88	99	98	90	89	99	98	99	100	99	100

1/ Four or more units under same ownership; excludes voluntary chains.

Table 4.--FRESH ORANGES: Percentage of retail food stores having specified products available and percentage of annual sales volume represented by store classification and location, February 1960 and 1959

Store classification and location	All stores						Stores handling some fresh fruit					
	FLORIDA ORANGES				OTHER ORANGES 1/		FLORIDA ORANGES				OTHER ORANGES 1/	
	Stores stocking		Sales volume represented		Stores stocking	Sales volume represented	Stores stocking		Sales volume represented		Stores stocking	Sales volume represented
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1960	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1960
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
All retail food stores..	53	49	66	65	58	78	66	61	69	68	72	82
Annual sales volume:												
Under $100,000........	48	43	51	46	49	55	66	58	64	58	68	70
$100,000-$299,999.....	63	60	62	60	75	75	65	63	64	62	78	78
$300,000-$499,999.....	58	62	59	63	79	74	60	64	61	65	82	77
$500,000-$999,999.....	68	69	68	70	82	82	69	69	69	70	83	83
$1,000,000 and over...	76	73	75	73	87	87	76	73	75	74	87	87
Management:												
National chains.......	74	79	77	79	85	87	74	79	77	79	85	87
Regional chains 2/....	75	75	77	75	82	84	77	77	78	76	85	85
Independent groceries.	51	47	56	55	55	71	65	59	61	60	71	78
Region:												
Northeast.............	66	65	89	90	54	85	92	84	95	96	75	91
North Central.........	56	54	76	73	82	92	62	59	77	74	90	94
South.................	64	56	88	84	18	19	92	82	95	91	26	20
Mountain-Southwest....	16	8	22	19	84	95	18	9	23	19	97	99
Pacific...............	3	4	3	4	91	98	3	5	3	4	99	99

1/ Not available for February 1959. 2/ Four or more units under same ownership; excludes voluntary chains.

Table 5.--FRESH GRAPEFRUIT: Percentage of retail food stores having specified products available and percentage of annual sales volume represented by store classification and location, February 1960 and 1959

Store classification and location	All stores						Stores handling some fresh fruit					
	FLORIDA GRAPEFRUIT				OTHER GRAPEFRUIT 1/		FLORIDA GRAPEFRUIT				OTHER GRAPEFRUIT 1/	
	Stores stocking		Sales volume represented		Stores stocking	Sales volume represented	Stores stocking		Sales volume represented		Stores stocking	Sales volume represented
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1960	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1960
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
All retail food stores	51	46	70	67	26	41	64	56	74	70	33	43
Annual sales volume:												
Under $100,000	44	37	49	43	19	23	60	50	62	54	27	29
$100,000-$299,999	63	64	63	63	42	43	65	67	65	66	44	44
$300,000-$499,999	67	63	67	65	45	43	69	64	70	66	47	45
$500,000-$999,999	76	70	76	71	46	45	77	70	77	71	46	46
$1,000,000 and over	80	78	80	78	44	44	81	78	80	78	44	44
Management:												
National chains	81	78	80	79	41	42	81	78	80	79	41	43
Regional chains 2/	78	78	82	79	34	39	80	80	82	80	36	39
Independent groceries	48	43	60	56	25	42	62	54	65	61	32	45
Region:												
Northeast	64	63	90	89	3	7	90	81	96	96	4	8
North Central	62	58	81	79	38	50	68	64	83	81	42	51
South	51	39	85	76	7	11	73	56	91	83	11	12
Mountain-Southwest	12	10	22	19	65	88	13	11	22	20	76	91
Pacific	17	15	26	16	77	95	19	16	26	16	84	97

1/ Not available for February 1959. 2/ Four or more units under same ownership; excludes voluntary chains.

Table 6.--Estimated number of retail food stores, February 1960 and 1959 1/

Store classification and location	All stores		Stores with freezer cabinets		Stores handling fresh fruit	
	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959	Feb. 1960	Feb. 1959
	Thousand stores	Thousand stores	Thousand stores	Thousand stores	Thousand stores	Thousand stores
All retail food stores..	277.9	282.1	230.4	225.1	220.9	227.2
Annual sales volume:						
Under $100,000........	198.0	204.7	151.4	148.9	143.1	152.1
$100,000-$299,999.....	45.8	46.2	45.0	45.0	44.2	44.3
$300,000-$499,999.....	12.2	11.3	12.0	11.3	11.7	11.1
$500,000-$999,999.....	11.0	10.3	11.0	10.3	10.9	10.2
$1,000,000 and over...	10.9	9.6	11.0	9.6	11.0	9.5
Management:						
National chains.......	7.6	7.7	7.6	7.7	7.6	7.7
Regional chains 2/....	16.3	13.9	16.2	13.9	15.9	13.6
Independent groceries.	254.0	260.5	206.6	203.5	197.4	205.9
Region:						
Northeast.............	73.1	74.4	66.0	65.8	52.6	57.7
North Central.........	75.7	76.4	70.1	68.6	68.6	69.6
South.................	77.9	80.0	48.3	47.5	54.2	54.9
Mountain-Southwest....	29.6	29.6	25.6	22.2	25.6	24.9
Pacific...............	21.6	21.7	20.4	21.0	19.9	20.1

1/ Estimated by contractor from reports of the U. S. Bureau of the Census and other data. 2/ Four or more units under same ownership; excludes voluntary chains.

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